

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A website constructor, comprising:
  - a selection criteria subsystem that establishes a selection criteria for merchandise selection;
  - a website organization subsystem that defines a look and feel of the website;
  - a graphic design subsystem that creates at least one website layout and features setup;
  - a merchandise selection subsystem in the website constructor that selects merchandise that matches the selection criteria at least semi-automatically, the merchandise selection subsystem being based on merchandise made available by a plurality of vendors;
  - a merchandise information downloading subsystem that downloads substantially automatically, from a plurality of vendors of merchandise, merchandise information defining the merchandise that has been selected by the merchandise selection subsystem; and
  - a website builder that builds the website based on the criteria and conditions that have been setup by the foregoing subsystems.
2. (Original) The website constructor of claim 1, wherein the system is operable semi-automatically.
3. (Original) The website constructed of claim 1, in which the website is optimized for a retail operation.
4. (Original) The website constructor of claim 1, in which merchandise information comprises at least two of the following merchandise parameters that are selected from the group consisting of: product code, UPC code, SKU code, product description, retail price, product style, product color, product size, product ordering information, product incentive program, product image, and product tags.

5. (Original) The website constructor of claim 4, in which the merchandise information is provided in Extensible Markup Languages (XML).

6. (Original) The website constructor of claim 1, in which the selection criteria comprises at least two parameters selected from the parameter group consisting of: category; subcategory; manufacturer; vendor; promotions; close-out; starting date and ending date of seasonal merchandise.

7. (Original) The website constructor of claim 1, in which the website organization subsystem defines the look and feel of the website by reference to one or more organization parameters selected from the parameter group consisting of: category; manufacturer; promotions; close-out; product appearance; and tags representing the begin and end dates for the placement of merchandise on the website.

8. (Original) The website constructed of claim 1, in which the merchandise selection subsystem enables a user of the website constructor to control downloading of merchandise information in a manner which enables: acceptance or rejection of marketing or merchandise information based on the selection criteria; selection of purchase orders, pricing schedules, and delivery schedules; and specification of loading information.

9. (Original) The website constructor of claim 1, in which the website builder enables periodical rebuilding of the website.

10. (Original) The website constructor of claim 1, which the website builder enables rebuilding of the website based on the detection of a changed condition.

11. (Original) The website constructor of claim 10, in which the changed condition comprises a change in a date.

12. (Original) The website constructor of claim 10, in which the changed condition comprises the changing of the merchandise information by a vendor.

13. (Original) The website constructor of claim 10, in which the changed condition constitutes a manual intervention by a user of the website constructor.